



## China Smart: What Your Business Should Know

October 11, 2007 ♦ 7:30am–3:00pm ♦ Queen City Club ♦ 331 E 4<sup>th</sup> St ♦ Cincinnati, OH

**7:30am – 8:00am**      **Registration & Continental Breakfast**

**8:00am - 8:15am**      **Welcome**

*Victor Notaro, Senior Vice President, PNC Bank*

*Marcia Brandstadt, Director, U.S. Commercial Service – Cincinnati*

**8:15 am–10:15am**

**Assessing and Managing Risk and Opportunity in the Chinese Market**

Panel Moderator: *Steven Bastin, Vice President, PNC Global Treasury Management*

**Strategic Considerations for Market Entry & IPR Protection**

*Joseph Dehner, Partner & Co-Chair International Practice, Frost Brown Todd LLP*

- Conducting due diligence in a market where information is hard to obtain & confirm
- Working through tough negotiations, common tricks, & pitfalls
- Preparing your IP plan before you go - How at risk is your product, TM, brand?
- Tactical measures for different types of partnerships (rep office, JV, WOFE)

**Keys to Successful Trade Finance & Currency Hedging**

*George Hoffman, Vice President & International Product, PNC Bank*

*Paul Toth, Managing Director, Foreign Exchange, PNC Bank*

- Understanding the Chinese banking landscape
- How to make sure you get paid
- Hedging market & currency risk

**Getting Your Products to Market: Logistics & Supply Chain Considerations**

*Dave Renner, Manager International Sales, FedEx*

- Shipping considerations & terms
- Customs requirements for China (wood packaging, CCC mark, other marking)
- Importing samples

**10:15am-10:30am**

**Q&A Session**

**10:30am-10:45am**

**Networking Break**

**10:45am-11:45am**

**Realities of the Chinese Market from a Local Perspective**

**Best Practices & Lessons Learned for Success in China**

*Steven Berke, President & CEO, Cincinnati Sub Zero (CSZ)*

*Marvin Cunningham, President, Long-Stanton Asia*

*Jervy Zhu, Senior Associate, GBBN Architects*

**12:00pm - 1:30 pm**

**Lunch - China's Commercial Landscape, Current and Emerging Issues**

*William S. Lawton, Foreign Service Officer, Commercial Service*

**1:45 p.m. - 3:00 p.m.**

**Optional Session : Open Breakout Session with Featured Presenters**

1. China Financing & FX Hedging
2. Due Diligence/Managing Partners/Legal Considerations/IPR
3. General Export Counseling
4. Logistics/Supply Chain